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**FOR IMMEDIATE RELEASE:****Labor Day Weekend Wraps Up Summer & Kicks Off Fall in New Hampshire!**

*540,000 Visitors Expected to Spend \$76.5 Million This Holiday Weekend*

**Concord, NH, 2012** – The Labor Day Weekend in New Hampshire will be a busy one as many visitors and residents look to get one last beach or boating trip in before summer ends. Visitation and spending are forecasted to be up this year over last year.

According to a report by the Institute for New Hampshire Studies, about 540,000 visitors will come from out-of-state, up by 1.5 percent over last year and are anticipated to spend about \$76.5 million, up by 2 percent over last year.

“New Hampshire will be bustling with activities, from craft fairs and fireworks to farmer’s markets and concerts,” said Lori Harnois, Director of the New Hampshire Division of Travel and Tourism. “The Labor Day Weekend is our second busiest holiday weekend of the year after the 4<sup>th</sup> of July,” she added.

Most of the visitors for Labor Day weekend will be from traditionally important markets in New England, New York State, and eastern Canada. Canadians will continue to visit New Hampshire at higher levels than last year due to tax-free shopping and new higher duty-free limits on purchases made in the United States.

**ABOUT THE DIVISION OF TRAVEL AND TOURISM DEVELOPMENT**

The Division of Travel and Tourism Development, as part of the New Hampshire Department of Resources and Economic Development, works with the state’s seven travel regions to increase visitation, travel and visitor expenditures in order to expand business activity and employment throughout the state. The division is responsible for domestic and international advertising and public relations, literature publication and distribution, [www.visitnh.gov](http://www.visitnh.gov) administration, grant administration and research to monitor and measure the impact of travel and tourism to the state. For more information about New Hampshire tourism, call 603-271-2665 or visit [www.visitnh.gov](http://www.visitnh.gov).

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